

Warning: [2025-12-26 15:55] this document is a print-out of the Ciência-IUL web portal and was automatically generated at the labeled date. The document has a mere informational purpose and represents the information contained on Ciência_Iscte at that date.

Rui Vinhas da Silva

Professor Catedrático

Department of Marketing, Operation and Management (IBS)

Integrated Researcher

BRU-Iscte - Business Research Unit (IBS)
[Marketing Group]

Contacts

E-mail	Rui.Vinhas.Silva@iscte-iul.pt
Office	D4.31
Telephone	217650480 (Ext: 221025)
Post Box	229

Curriculum

Rui Vinhas da Silva is Full Professor of Marketing at ISCTE Business School and a Member of the Executive Board at ISCTE Executive Education.

He was Chairman of the Board at COMPETE 2020 (December 2014-May 2016). Holds degrees in Business Management (BAS) and (BAS Honours-Marketing) and Economics (BA) from York University, Atkinson College, Toronto, Canada, an MBA from Aston Business School, UK and a PhD and Post-Doctorate from Manchester Business School, UK.

Before joining ISCTE in April 2010, he was an Associate Professor (Senior Lecturer) (April 2008) at Manchester Business School (Assistant Professor since 1998). He taught on MBA and PhD programmes at MBS for over 12 years. Since 1998 he taught on several senior executive training programs and held consultancy appointments through MBS. These included: PWC in Baskin Ridge, New Jersey (April 2008) AMAC (British senior military officers) (2000-2004), TACIS (Senior Executives-Russia) (2000-2002), or government officials in Port Dickson, Malaysia (May, 2009).

Vinhas da Silva was Visiting Professor at the Univ. de São Paulo (Faculdade de Economia e Administração) (2000-2004) and taught on their MBA programs (Retail). He taught Executive Masters programs (Logistics) at ISCTE-INDEG, Instituto Superior Técnico (2000 -2005) and Universidade Católica Porto (2011). He was awarded Masters in Marketing Programme "Teacher of the Year" at ISCTE in 2010-2011 and 2012-2013. Vinhas da Silva has interests in national competitiveness, country branding, reputation and country of origin effects. He has published several books and articles.

His research has warranted 2871 Google Scholar citations, 94 WoS and 639 SCOPUS citations in 36 articles of which 18 are

ABS, 15 in Marketing (6 ABS 3). He has published in reputed journals such as: Industrial Marketing Management, European Journal of Marketing, Psychology & Marketing or Business Strategy & the Environment

2019- COST-CHERN European Cooperation in Science & Technology, China Research Network, Management Committee Member (Competitive project awarded)

He has authored the following books::

"Porque não cresce a economia portuguesa? Uma viagem às boas empresas de Portugal", (2018), Caleidoscópio Editora, Lisboa, ISBN: 9789896585471

"Competitiveness in the Real Economy: Value Aggregation, Economics and Management in the Provision of Goods and Services", (2013), Gower Publishers, ISBN 978-140-946-122-7 (In display and available in the Library of the United States Congress and in the British National Library)

"A Competitividade das Nações no Século XXI: Um Roadmap Estratégico para a Economia Portuguesa" (2013) com Natália Teixeira, Caleidoscópio Editora ISBN 978-989-658-221-0 "Os Novos Desafios da Economia Global: Uma Visão Crítica da Competitividade Nacional" (2010) Caleidoscópio Editora, Lisboa, ISBN 978-989-658-060-5

Vinhas da Silva has interests in country competitiveness and reputation management

Most recently he has published his first novel "Apocalypse Apócrifo" by Astrolábio, Grupo Editorial Atlântico (February 2021)

Research Interests

Country Competitiveness, Foreign Direct Investment and Value Aggregation in Exports

National Competitiveness and Country Reputation

Corporate Reputation, Branding and Industrial Competitiveness

Business to Business Marketing

Academic Qualifications

University/Institution	Type	Degree	Period
ISCTE	Aggregation	Provas Públicas de Agregação em Gestão de Empresas	2011
University of Manchester	Post-Doc	Post-Doctorate	1999
Manchester Business School, University of Manchester, Reino Unido	PhD	Doctor of Philosophy (PhD)	1998
Aston Business School, Aston University, Birmingham, Reino Unido	M.Sc.	Master in Business Administration	1994
York University, Toronto, Canadá	Licenciate	Bachelor of Administrative Studies Honours (Marketing)	1992
York University, Toronto, Canadá	Licenciate	Bachelor of Arts (Economics)	1991
York University, Toronto, Canadá	Licenciate	Bachelor of Administrative Studies	1991

External Professional Activities

Period	Employer	Country	Description
--------	----------	---------	-------------

2014 - 2016	COMPETE 2020	--	President COMPETE 2020: Portuguese Management Authority responsible for the investment of EU structural funds into the Portuguese economy, with the aim of improving its competitiveness and internationalization.
2008 - 2010	Manchester Business School	United Kingdom	Associate Professor
1999 - 2008	Manchester Business School	United Kingdom	Assistant Professor
1998 - 1999	Manchester Business School	United Kingdom	Post Doctoral Research Fellow

Teaching Activities

Teaching Year	Sem.	Course Name	Degree(s)	Coord .
2025/2026	1º	Planning and Marketing Innovation	Master Degree in Management;	Yes
2024/2025	1º	Planning and Marketing Innovation	Master Degree in Management;	Yes
2024/2025	1º	Marketing Management for Executives	Master Degree in Applied Management;	Yes
2023/2024	1º	Planning and Marketing Innovation	Master Degree in Management;	Yes
2023/2024	1º	International Marketing	Post Graduation Program in Marketing Management;	Yes
2022/2023	1º	Marketing Management		No
2022/2023	1º	Planning and Marketing Innovation	Master Degree in Management;	Yes
2022/2023	1º	International Marketing	Post Graduation Program in Marketing Management;	Yes
2022/2023	1º	Marketing Management for Executives	Master Degree in Applied Management;	Yes
2022/2023	1º	Marketing Management for Executives	Master Degree in Applied Management;	Yes
2021/2022	2º	International Management II		Yes
2021/2022	1º	Marketing Management		Yes
2021/2022	1º	Planning and Marketing Innovation	Master Degree in Management;	Yes
2021/2022	1º	International Marketing	Post Graduation Program in Marketing Management;	Yes
2021/2022	1º	Marketing Management for Executives	Master Degree in Applied Management;	Yes

2021/2022	1º	Applied Brand Management and Reputation		Yes
2020/2021	1º	Planning and Marketing Innovation	Master Degree in Management;	Yes
2020/2021	1º	Marketing Management for Executives	Master Degree in Applied Management;	Yes
2019/2020	1º	Planning and Marketing Innovation	Master Degree in Management;	Yes

Supervisions

• Ph.D. Thesis

- Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	Wang Yan	Appraisal and management strategies of binary training for professional postgraduates in clinical medicine in a grade - A tertiary hospital in Guangzhou	English	Developing	Iscte
2	António Carlos dos Santos Silva Santiago	Country of origin of a product and how stereotyped perception influence the evaluation of a product and purchase decision	English	Developing	Iscte
3	Sara Gonçalves	--	English	Developing	Iscte
4	Vyrtyt Hosani	--	English	Developing	Iscte
5	Tânia Avillez	--	English	Developing	Iscte
6	Carlos Búrcio	--	English	Developing	Iscte
7	Ana Tavares	--	English	Developing	Iscte
8	Elisete Queijo	--	English	Developing	Iscte

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Zhang Mingxuan	Corporate nature, political connection and corporate social responsibility: based on the data of chinese listed companies	English	Iscte	2024
2	Lin Zekai	Catering Consumption Behavior in the Post-pandemic under Platforms Economy: Evidence from China	English	Iscte	2023

3	Wang Hanwu	The Influence of Brand Stories on Consumers' Brand Attitudes under the Internet Background	English	Iscte	2023
4	Carlos Manuel Súcia Búrcio	An integrated model for measuring country image: personality, cognition, emotion and their impacts on behavioral intentions	--	Iscte	2015
5	Maria Madalena Eça Guimarães de Abreu	Drivers of donation practices: Altruism and religiosity	English	Iscte	2012

• M.Sc. Dissertations

- Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	Yanbing Xu	Plan to internationalize a Cable company to Brazil	English	Delivered	Iscte
2	Lanhua Zhao	Digital Future Strategy for company MLB	--	Developing	Iscte
3	Ruoyu Li	Commercial Development Plan for S Company Health Food	--	Developing	Iscte
4	Zijie Wang	Plan to Launch a drone manufacturer	--	Developing	Iscte
5	Longtian Ying	Commercial Development Plan for Haers Thermos in the European Market	--	Developing	Iscte
6	Qilin Sheng	Commercial Development Plan for Online Agricultural Products of Shanghai Quanyun Zhisheng Co., Ltd.	--	Developing	Iscte
7	Yan Jin	Roadmap for Competitive Excellence and Sustainable Growth for Quzhou Tengyue Network Co., Ltd.	--	Developing	Iscte
8	Miguel Neves Martins	Estratégias de Inteligência Artificial aplicadas ao marketing para a otimização de rendimento em clubes profissionais portugueses	--	Developing	Iscte
9	Rafael Roma Pereira Pais de Almeida	Pricing the Necessities: An Analysis of the Economic and Ethical Impacts of Paid Lavatories on Ryanair	--	Developing	Iscte
10	Yuan Lin	A Study on Consumers' Marketing Perception, Brand Preference, and Purchase Behavior toward Tesla and BYD	--	Developing	Iscte

11	Khalil Chedly	Digital Marketing Strategies to Enhance Visibility and Attractiveness of Dialysis Clinics	--	Developing	Iscte
12	Madalena Fragoso Barreiros Nunes	Business Plan for the Strategic Repositioning of Toddy in Portugal	--	Developing	Iscte
13	Maria Tiago Dos Santos	A influência da Inteligência Artificial e do Metaverso no setor da moda - A decisão de compra dos consumidores	--	Developing	Iscte

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	David Miguel Pereira da Graça	Country of origin effects in Portuguese football	English	Iscte	2025
2	Wu Han	Commercial Development Plan of Alpha Company	English	Iscte	2025
3	Wang Fen	Commercial Development Plan of W company Chinese traditional Hanfu clothing	English	Iscte	2025
4	Xu Ruoxuan	Commercial Development Plan for VR Glasses of X Technology Company	English	Iscte	2025
5	Zhong Juan	Commercial Development Plan of X Financial Software Company's product	English	Iscte	2025
6	Liang Bing	Business Development Plan for CJ Cultural Communication Limited	English	Iscte	2025
7	Shufang Feng	Commercial Development Plan of MF Online Tutoring Company	English	Iscte	2025
8	Qiao He	Commercial Development Plan of Huya Live Streaming Platform Starfire Program	English	Iscte	2025
9	Ding Chunmei	3D Printing Technology - Strategies for market penetration and brand building: Commercial development plan for Company M	English	Iscte	2025
10	Ge Xueyuan	Experiential Marketing in Restaurants: The Role of Experience Personalization in the Case of Huo Fengxiang	English	Iscte	2025
11	Jie Lan	Commercial Development Plan for Oriental Yuhong Company - Construction Sector	English	Iscte	2025

12	Linxia Wu	Post-Pandemic Marketing Plan for Company H - Real Estate B2B	English	Iscte	2025
13	Huanhuan Cheng	International Business Development Plan for Shanghai S Machine Trading Company	English	Iscte	2025
14	Zhiyuan Xiang	Internationalization and Business Development Plan for Naweida in North America	English	Iscte	2025
15	Li Qingyi	Business Development Plan of Shanghai A Real Estate Company - Real Estate Sector	English	Iscte	2025
16	Yu Zhao	Commercial Development Plan of S Explosion Proof Electrical Communication Company	English	Iscte	2025
17	Lu Yang	Commercial Development Plan of Online Master Degree for Golden Company	English	Iscte	2025
18	Yuan Rui	New energy network car-hailing maintenance service business plan	English	Iscte	2025
19	Diogo Frade Cecílio	Caravanism as a competitive advantage for tourism in Portugal.	English	Iscte	2024
20	Bimao Huang	Analysis on Marketing Management of Enterprises——iFlytek	English	Iscte	2024
21	Yanpeng Yao	Research on Innovative Marketing Strategies for Small and Medium-sized Enterprises in the New Era	English	Iscte	2024
22	Wangbing Feng	The impact of AI technology on sustainability in the e-commerce industryO impacto da tecnologia de IA na sustentabilidade no setor de comércio eletrônico	English	Iscte	2024
23	Chaoyue Zhang	How Retail Enterprises Maintain Customer Stickiness Through Service Innovation Under The Digital Economy-Taking Starbucks As An Example	English	Iscte	2024
24	Mafalda Castanheira Rodrigues Vinhas Ribeiro	Nazaré: A brand or media hype?	Portuguese	Iscte	2024
25	Joana do Vale Viegas Silva Carvalho	Environmental Sustainability in football clubs? strategy ? The perception of Sporting Clube de Portugal?s fans	English	Iscte	2023
26	Afonso Schneider Carrilho	BRAND/SPONSOR STRATEGY WHEN ASSOCIATING WITH A FOOTBALL CLUB: REACTION OF SUPPORTERS AND CONSUMER	Portuguese	Iscte	2023

27	Ricardo Manuel Meira Santos Guimaraes Capela	HOW DOES SOCIAL MEDIA MARKETING IMPACT BRAND LOYALTY IN THE LUXURY FASHION INDUSTRY IN PORTUGAL	English	Iscte	2023
28	Maria Zita Gonçalves da Costa Marques Guerra	Capturing the Value of University-Business Cooperation: Demola project at Instituto Politécnico de Setúbal	Portuguese	Iscte	2022
29	Isabel Contreras Calado Oitavén	Customer's Perceived Risk & Intention to Visit Restaurants during COVID-19: An Empirical Analysis in Portugal	English	Iscte	2021
30	Inês Martins da Rocha Velez Monteiro	In-Company Project: Developing a model that optimizes the number of flyers produced and measure its efficiency	English	Iscte	2021
31	Ana Filipa dos Santos Correia	Online vs Offline: Who Will Win the Battle for your Retail Euro?	English	Iscte	2021
32	Madalena Mendes Gonçalves Arez Torres	Investigating Which Factors Influence Consumer's Online Purchase Intentions: The Luxury Watch Industry	English	Iscte	2021
33	Vera Bruna Gonçalves Ferreira	The Impact of Music in Consumer Behavior: Applied to Television Commercials of Fast Moving Consumer Goods	English	Iscte	2021
34	Nilufar Kolayei Alipour	Analysis of consumer perception regardint the electric vehicle market	English	Iscte	2021
35	Yubai Wang	The Case Study Of Cascais Municipality Place Branding Based On Chinese Tourist Preferences	English	Iscte	2021
36	Sofia Miasnikova	Impacts of Culture-led Regeneration on the Citizens' Perception of the City Image and Brand and Quality of Life	English	Iscte	2021
37	Audrey Monique Pascale Vanoverbeke	Country-of-origin and its influence customer purchasing decisions	English	Iscte	2021
38	Filipa Jesus Amaral	Online Buying in Pandemic Times: The Effects of COVID-19 on Electronic Commerce	English	Iscte	2021
39	Mafalda Pereira Moura Mendes	Pandemic context and implications for Portuguese SMEs? Internationalization	English	Iscte	2021
40	Wang Mengjie	Internet marketing and customer loyalty-Perfect Diary, as an example	English	Iscte	2021
41	Raquel Nabais Baldo Pereira Lourenço	CUSTOMER SEGMENTATION AT VODAFONE PORTUGAL: ARE WE GETTING TO THE RIGHT PEOPLE?	English	Iscte	2021

42	Ying Ding	The influence of Country-of-origin effects on Portuguese consumers purchase intention: The Chinese Smartphone Brand	English	Iscte	2021
43	Zhang Xin	Sports Marketing: Research on NBA marketing strategy in Chinese basketball market	English	Iscte	2020
44	Zhang Peng	Trends of Anti-consumption Awareness and Behaviours in The Chinese Society	English	Iscte	2020
45	Miguel Tavares de Sá	The Influence of Booking on Accommodation Reservations	Portuguese	Iscte	2020
46	Lucas Gérard Chappe	DEMOGRAPHICS, CULTURAL DIMENSIONS AND COGNAC CONSUMPTION IN FRANCE: A CONSUMER BEHAVIOR ANALYSIS BASED ON THE MARKETING MIX	English	Iscte	2020
47	Joséphine Jeanne Julia Despaux	INNOVATIONS, MARKET TRENDS AND MALE CONSUMERS? BEHAVIOR IN THE COSMETIC INDUSTRY	English	Iscte	2020
48	Ferryan Nugraha	Youtube and Purchase Intention: A Study on The Influence of Youtube Video on Consumers Purchase Intentions among Millenials In Indonesia	English	Iscte	2020
49	Maria Carolina Neves Abreu Santos Simões	Innovation in the Wine Market in Portugal: Analysis of the Implementation of Canned Wine (To-Be)	Portuguese	Iscte	2019
50	David Coelho Brito	Sports Sponsorship and the Impact on a Brand's Purchasing Intention and Recommendation: Red Bull, More than Wings	English	Iscte	2019
51	Joana Silva Mateus	The Impact of Corporate Reputation on Bank Constumer's Trust, Satisfaction and Loyalty: Comparison between the brands ActivoBank and Millennium BCP	Portuguese	Iscte	2019
52	Miguel Veloso Pinto	Understanding what leads to a Start-up failure by creating an S/F Prediction model for the Portuguese companies	English	Iscte	2019
53	Manuel Bernardo de Almeida Gabriel Saraiva da Cunha	Internationalization of SMEs in Portugal: Focus on the shoe manufacturing industry of Portugal	English	Iscte	2019
54	António José Marçalo Pires Trigo	How Different Cultures Respond to Controversial Advertisements: A Three way Cross-Cultural Study	English	Iscte	2019

55	Bárbara Filipa Nobre Cardoso	Olfactory Purchases - How does scent influence the consumer's decision-making process?	English	Iscte	2019
56	Manon Marie Philippine Lamps	Agile project management: a potential tool for enhancing innovation capacity in organisations.	English	Iscte	2019
57	Harmony Marie Paulette Boda	Female leadership in the creative industries	English	Iscte	2019
58	Diogo Garcia Martinho	INSTAGRAM AS A TOOL FOR SHAPING AIRLINE CORPORATE REPUTATION	English	Iscte	2018
59	Tiago João Grilo Mendes	Critical Success Factors when Exporting "Vinho Verde"	English	Iscte	2018
60	Patrick Peter Pohl	From Berlin to Lisbon: Is carsahring a niche or is there to stay	English	Iscte	2018
61	Stanislava Plamenova Antova	The influence of Sofia's destination image on tourism satisfaction, intention to recommend, and post-visit intentions towards Bulgarian products: Does unique image matter?	English	Iscte	2018
62	Marcelo Anderson de Souza	4º REVOLUÇÃO INDUSTRIAL AMEAÇAS OU OPORTUNIDADES? ?Como o impacto da utilização do Waze e Uber na Cidade de São Paulo ? Brasil explica o fenómeno da quarta revolução industrial?	Portuguese	Iscte	2018
63	Rita Meireles Alves Tamagnini Faria	How rebranding affects the brand equity of a private label brand	English	Iscte	2018
64	Li Changzhao	Research on Security Factors of Mobile Payment ??Taking Alipay, the leader of China's third party payment, as an example	English	Iscte	2018
65	Artur Filipe Ribeiro Mendes	How do Political Actors Trace Voters?	English	Iscte	2017
66	Mariana Falcão Correia Cabral da Costa	The Factors Influencing Electronic Trust and Purchase Intentions in Online Booking Websites: A Study of the Portuguese Consumer	English	Iscte	2017
67	Helena Maria dos Santos Silva Ribeiro	The Importance of Green Marketing for Portuguese Companies in the Footwear Industry	English	Iscte	2017
68	Alexandre Pamplona Ramos de Oliveira Pontes	Independent Music Artists and their Access to Distribution and Communication Channels	English	Iscte	2017
69	Lars Funderich	Analysis of Connected-Car-Concepts in the Premium Car Manufacturer Industry	English	Iscte	2016

70	Thays de Pimentel Teixeira Menezes	Uncovering the External Perspective of a Corporate Brand	English	Iscte	2015
71	Ana Fátima Vilela Martins	A Gestão de Marcas no Setor das Águas Engarrafadas: Perspectiva das Organizações e Visão dos Consumidores	Portuguese	Iscte	2015
72	Jan Stange	Turnaround Management and its New Requirements - The significance of innovation management for restructuring ambition and how to measure an organization's innovativeness	English	Iscte	2015
73	Marta Maria Khomko	Fueling the Revolution: Social Media's Role in Societal Revolutions	English	Iscte	2015
74	Joana Cristina Gamboa Fonseca	The impact of green marketing practices on consumer buying decision.	English	Iscte	2015
75	João Oliveira Pestana Gomes Jasmins	Clube Desportivo Nacional: O valor da marca	Portuguese	Iscte	2014
76	André Neto Rodeia Macedo	Social Commerce: How could portuguese companies invest in it?	English	Iscte	2013
77	Sara Santos de Jesus	Who is Portugal?	English	Iscte	2012
78	Patrícia Alexandra Vieira Bento	A Divulgação da Nacionalidade nas Marcas Portuguesas de Calçado: Valor acrescentado ou valor que inferioriza?	Portuguese	Iscte	2012
79	Ana Maria Godinho Vicente Pereira Costa	Gastronomia Portuguesa: Um tesouro além fronteiras	Portuguese	Iscte	2012
80	Ana Denise Pereira Sobreiro Martins Maltez	Frequência de ida às Salas de Cinema: A importância dos trailers e das redes sociais	Portuguese	Iscte	2012

• M.Sc. Final Projects

- Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	Chonghuang Zhou	Commercial development plan of Hawk-Matic Cigarette Injectors by Wenzhou Haoke Electric Co., Ltd.	English	Delivered	Iscte
2	Jian Zhang	Commercial development plan of Dataori's SIEM platform	English	Delivered	Iscte
3	Sini Yu	Commercial Development Plan for a Comprehensive Pet Platform in East China	English	Delivered	Iscte
4	Hao Cheng	Commercial Development Plan of Company T on the Chinese Market by using Tmall Global Platform	English	Delivered	Iscte

5	Jiasheng Liu	Commercial Development Plan of Company L	English	Delivered	Iscte
6	Xin Zhang	Business Development Plan of Company D new sales channels	English	Delivered	Iscte
7	Fan Xu	Business Development Plan of F Company's Cat Food Products	English	Delivered	Iscte
8	Yuefei Ying	Commercial development plan for company A's eye daily products	English	Delivered	Iscte
9	Xiaofang Zhang	Commercial Development Plan of ZD Interactive Murder Mystery Game Stores	English	Delivered	Iscte
10	Long Xuyan	Marketing Plan of JC Training Company	--	Developing	Iscte

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Qilin Sheng	Marketing Plan for Online Agricultural Products of Shanghai Quanyun Zhisheng Co., Ltd.	English	Iscte	2025
2	Ruoyu Li	Marketing Plan for S Company Health Food	English	Iscte	2025
3	Hao Cheng	Business Plan for Company T Develop the Chinese Market on Tmall Global Platform	English	Iscte	2025
4	Jian Zhang	Marketing Plan of Dataori's SIEM platform	English	Iscte	2025
5	Chonghuang Zhou	Marketing Plan of Hawk-Matic Cigarette Injectors by Wenzhou Hulk Electric Co., Ltd. for 2025	English	Iscte	2025
6	Wu Han	Plan to increases sales of Apha Company	English	Iscte	2024
7	Yanbing Xu	Research on Marketing Plan of L Cable International Trade Company in Brazil	English	Iscte	2024
8	Yuan Rui	Take GD Trust as an example-- -- -marketing strategy research	English	Iscte	2024
9	Gu Yanxin	Definition of An Action Plan to Strengthen The SAIC Group Brand in Its Industry Context	English	Iscte	2024
10	Tomás Rodrigues Loureiro e Boléo de Freitas	Analytical Based View of Digital Marketing	English	Iscte	2023

11	Lu Yang	Research on marketing strategy optimization of online master degree based on Internet self-media for golden company after the epidemic	English	Iscte	2023
12	Yu Zhao	Marketing Strategy Optimization for S Explosion Proof Electrical Communication Company	English	Iscte	2023
13	Qiao He	Huya Live Streaming Platform Starfire Program Market Strategy Study	English	Iscte	2023
14	Shufang Feng	MF Online Tutoring Company Marketing Optimization Plan	English	Iscte	2023
15	Haonan Xu	On how to achieve positive profit growth in the face of tightening regulation in the payments industry	English	Iscte	2023
16	Fernando Maria Fonseca Vidal Borja Santos	Innovative Business Plan for Health and Wellness Marketplace	Portuguese	Iscte	2022
17	Porfirio Manuel Ipupo Muacassange	Innovative Business Plan in The Art Candle Bless Decorative Candle Market	Portuguese	Iscte	2021
18	Pedro André Pinho da Silva	Iberian market entry strategy for a new brand for mattress.	English	Iscte	2019
19	Noelle Caroline Claudine Denise Bessière	The cinema experience within the catering industry: innovation and opportunities	English	Iscte	2019
20	Jenny Ly	Internationalisation: Joe & The Juice in Australia	English	Iscte	2018
21	Fausto de Carvalho Simoes	Business plan for FC Media Experience	English	Iscte	2018
22	Camille Anne Sophie Mayet	Employer branding of Infotel: a close collaboration between marketing and human resources	English	Iscte	2018
23	Morgane Sylvie Jegu	In what extent can the brand experience be transferred through the internationalization process especially in Asia	English	Iscte	2018
24	Li Junying	Factors that Influence Users to take Part in Wechat Marketing Activities	English	Iscte	2015
25	Miguel Maria dos Santos de Mendonça Belo	The Strategic Role of Moocs in Education and its Effects on the Competitive Recovery of Portugal	English	Iscte	2014
26	Monika Tormová	Rebranding of People Management Forum	English	Iscte	2013
27	Ana Sofia Faustino Rodrigues	Selling Happiness	English	Iscte	2013

28	Gonalo Viegas e Costa Marques da Silva	Internacionalizao da Marca Sporting Clube de Portugal	Portuguese	Iscte	2013
29	Maria Francisca Ilharco de Moura Teixeira Viana	LEG BAG - How to add value in the world of fashion accessories	English	Iscte	2012
30	Bernardo Maria Cavaca Gomes Cardoso	A Quebra no Sector da distribuo - Categoria Pescado Fresco	Portuguese	Iscte	2012
31	James Robert Woods	Energy Applications - Enabling Energy Services	English	Iscte	2012
32	Nuno Filipe Rodrigues Sequeira	A Pegada Econmico-Social dos Sistemas de Inovao em Rede: O caso da Brisa Inovao e Tecnologia	Portuguese	Iscte	2012
33	Susana Mnica da Silva Jos	Communication Strategies for NGO: The Rotary Club Case	English	Iscte	2012
34	Nuno Miguel Camilo Martins dos Santos	Viabilidade da Implementao da marca Jamie Oliver em Portugal	Portuguese	Iscte	2012
35	Joana Raquel Gomes Correia	Does the image of a country matter? The case of Portugal and its country of origin effects in the Portuguese footwear industry	English	Iscte	2012
36	Zita Molnr	How to Reach Moviegoers - Inbound vs. Outbound Tools in Film Marketing	English	Iscte	2012
37	Rita Isabel Ribeiro de Almeida Proena Bilro	Estratgias de Responsabilidade Social e Comrcio Justo: Caso Ben & Jerry's	Portuguese	Iscte	2012
38	Rui Diogo Duarte Mendes Serra	Mitigao do Malware para o Desenvolvimento Empresarial em Portugal	Portuguese	Iscte	2012
39	Milan Manahar Meggi	Estudo do Processo de Deciso na Escolha de uma Consultora: O Caso dos Servios.	--	Iscte	2011
40	Ana Raquel Mateus Carrilho	Merry Cupcakes: Um plano estratgico para um futuro ainda mais doce.	--	Iscte	2011
41	Rafael Gonalo da Costa Carvalho Lopes	Projecto Estratgico para Voos mais Altos - Escola de salto com vara da FPA.	--	Iscte	2011
42	Ana Maria Mouronho de Almeida	Anlise da Eficcia dos Cartes de Fidelizao na Reteno de Clientes na Distribuo Moderna em Portugal.	Portuguese	Iscte	2010

Total Citations

Web of Science®

738

Publications

• Scientific Journals

- Scientific journal paper

1	Rosa, T., Pereira, L., Crespo de Carvalho, J., Vinhas da Silva, R. & Simões, A. (2025). From risk to reward: AI's role in shaping tomorrow's economy and society. <i>AI and Society</i> . 40 (8), 6097-6121 - Times Cited Web of Science®: 1 - Times Cited Scopus: 1 - Times Cited Google Scholar: 3
2	Peres, M. G., Pereira, L. F., Dias, Á. L., Igonetti, J.-P. & Vinhas da Silva, R. (2025). The future of gas stations: Sustainability perspectives and trends. <i>Progress in Industrial Ecology</i> . 18 (1), 24-57
3	Zézere, R., Pereira, L. F., Crespo de Carvalho, J., Vinhas da Silva, R. & Ferreira, A. S. (2025). Beyond business as usual: Portuguese enterprises in the age of sustainability megatrends. <i>Journal of Environmental Assessment Policy and Management</i> . 27 (1)
4	Mendes, A. C. , Pereira, L. F., Dias, Á., Silva, R. V. da. & Teixeira, N. (2024). How corporate marketing strategy can leverage UN 2030 Sustainable Development Goals. <i>World Review of Science, Technology and Sustainable Development</i> . 20 (1), 79-114
5	Teixeira, N., Luz, R., Silva, R. V. da., Pereira, L. & Silva, S. V. da. (2024). The public debt as handicap to economic growth. <i>International Journal of Public Law and Policy</i> . 10 (2), 105-115 - Times Cited Scopus: 1 - Times Cited Google Scholar: 2
6	Pires, M. C., Pereira, L. F., Crespo de Carvalho, J., Vinhas da Silva, R. & Simões, A. (2024). Sustainability: The new element for creating competitive advantage. <i>Progress in Industrial Ecology</i> . 17 (1/2), 163-210 - Times Cited Scopus: 1 - Times Cited Google Scholar: 1
7	Gonçalves, R., Dias, C., Pereira, L., Lopes da Costa, R., Dias, Á. & Vinhas da Silva, R. (2024). New dynamics of e-commerce on the retail industry: Analysis of the purchase process of fashion and electronics products. <i>International Journal of Economics and Business Research</i> . 27 (4), 651-672 - Times Cited Scopus: 1 - Times Cited Google Scholar: 1
8	Franco, M., Pereira, L., Simões, A., Dias, Á. & Vinhas da Silva, R. (2024). Organisational agility as a competitive advantage: A systematic literature review. <i>International Journal of Agile Systems and Management</i> . 17 (12), 129-152 - Times Cited Scopus: 1 - Times Cited Google Scholar: 2
9	Teixeira, R., Pereira, L. F., Carvalho, J. C. de., Silva, R. V. da. & Simões, A. (2024). Business environment and competitiveness in Portugal. <i>International Journal of Business Environment</i> . 15 (2), 117-145 - Times Cited Web of Science®: 1 - Times Cited Scopus: 1 - Times Cited Google Scholar: 1

10	Couto, A. , Gonçalves, R., Pereira, L., Lopes da Costa, R., Dias, Á. & Vinhas da Silva, R. (2024). Operational risk mitigation in credit operations. <i>International Journal of Technology and Globalisation</i> . 9 (1), 1-18
11	Lopes da Costa, R., Pereira, L. F., Dias, Á., Gonçalves, R., Vinhas da Silva, R. & Teixeira, N. (2024). Life cycle development and approach of management consulting projects. <i>International Journal of Applied Systemic Studies</i> . 11 (2), 97-120
12	Silva, G., Pereira, L. F., Carvalho, J. C., Vinhas da Silva, R. & Simões, A. (2024). The competitiveness of Portugal: Views from the market. <i>Competitiveness Review</i> . 34 (3), 635-659 - Times Cited Web of Science®: 1 - Times Cited Scopus: 1 - Times Cited Google Scholar: 2
13	Pires, R., Pereira, L., Dias, Á., Gonçalves, R., Lopes da Costa, R. & Silva, R. V. da (2023). The agility challenge during organic growth. <i>International Journal of Learning and Intellectual Capital</i> . 20 (3), 310-333 - Times Cited Scopus: 1 - Times Cited Google Scholar: 2
14	Lopes da Costa, R., Cunha, A., Gonçalves, R., Pereira, L., Dias, Á. & Vinhas da Silva, Rui (2023). The strategic impact of information systems in organizations: An empirical study. <i>International Journal of Applied Decision Sciences</i> . 16 (1), 87-113 - Times Cited Scopus: 3 - Times Cited Google Scholar: 7
15	Gonçalves, R., Lopes da Costa, R., Pereira, L., Dias, Á., Vinhas da Silva, R. & Teixeira, N. (2023). Agile applications of artificial intelligence to apparel industry. <i>International Journal of Agile Systems and Management</i> . 16 (4), 429-457 - Times Cited Web of Science®: 1 - Times Cited Scopus: 2 - Times Cited Google Scholar: 4
16	Cunha, S., Lopes da Costa, R., Gonçalves, R., Pereira, L., Dias, Á. & Vinhas da Silva, R. (2023). Smart systems adoption in management. <i>International Journal of Business and Systems Research</i> . 17 (6), 703-727 - Times Cited Web of Science®: 2 - Times Cited Scopus: 3 - Times Cited Google Scholar: 3
17	Teixeira, N., Correia, A., Vinhas da Silva, R., Pereira, L. & Vinhas da Silva, S. (2023). Financial innovation as a response to crisis - The case of catastrophe bonds. <i>Global Business and Economics Review</i> . 29 (3), 316-331 - Times Cited Web of Science®: 1 - Times Cited Scopus: 1 - Times Cited Google Scholar: 1
18	Antunes, F., Pereira, L., Dias, Á. & Vinhas da Silva, R. (2023). Flexible labour policies as competitive advantage. <i>Global Journal of Flexible Systems Management</i> . 24 (4), 563-590 - Times Cited Web of Science®: 11 - Times Cited Scopus: 15 - Times Cited Google Scholar: 23
19	Vinhas da Silva, R., Ferreira-Lopes, A., Carvalho, H. & Duarte, J. (2023). When firms go international: Deliberate or random?. <i>Review of International Business and Strategy</i> . 33 (2), 219-245 - Times Cited Web of Science®: 2 - Times Cited Scopus: 2 - Times Cited Google Scholar: 2

20	Teixeira, N., Silva, M., Vinhas da Silva, R., Pereira, L. & Vinhas da Silva, S. (2023). CAPM model applied to the Portuguese stock market. <i>International Journal of Electronic Finance</i> . 12 (1), 55-63 - Times Cited Google Scholar: 2
21	Fonseca, J., Dias, Á., Pereira, L., Lopes da Costa, R., Gonçalves, R. & Vinhas da Silva, R. (2023). Exploring the mediating role of marketing planning in enterprise marketing capabilities. <i>International Journal of Business Environment</i> . 14 (1), 15-36 - Times Cited Web of Science®: 2 - Times Cited Google Scholar: 9
22	Pereira, L., Santos, J., Jerónimo, C. H., Vinhas da Silva, Rui & Teixeira, N. (2022). Pereira market scan: Market intelligence framework. <i>Transnational Marketing Journal</i> . 10 (2), 375-386 - Times Cited Scopus: 1
23	Lopes da Costa, R., Cavalheiro, I., Gonçalves, R., Dias, Á., Vinhas da Silva, Rui & Pereira, L. (2022). The influence of artificial intelligence on online behaviour. <i>International Journal of Services Operations and Informatics</i> . 12 (2), 119-143 - Times Cited Web of Science®: 1 - Times Cited Scopus: 5 - Times Cited Google Scholar: 10
24	Lopes da Costa, R., Cruz, M., Gonçalves, R., Dias, Á., Vinhas da Silva, Rui & Pereira, L. (2022). Artificial intelligence and its adoption in financial services. <i>International Journal of Services Operations and Informatics</i> . 12 (1), 70-86 - Times Cited Web of Science®: 3 - Times Cited Scopus: 5 - Times Cited Google Scholar: 15
25	Pereira, L., Margarida Couto, Lopes da Costa, R., Dias, Á., Gonçalves, R. & Vinhas da Silva, Rui (2022). Food and beverage industry in a pandemic context. <i>International Journal of Services, Economics and Management</i> . 12 (2), 152-181 - Times Cited Scopus: 5 - Times Cited Google Scholar: 8
26	Vinhas da Silva, R., Marques, C., Martinho, D., Teixeira, N. & Crespo de Carvalho, J. (2021). Instagram: A gimmick or a serious reputation builder in the airline business?. <i>Journal of Creative Communications</i> . 16 (3), 285-302 - Times Cited Web of Science®: 4 - Times Cited Scopus: 5 - Times Cited Google Scholar: 8
27	Gonçalves, R., Cabrita, I., Pereira, L., Lopes da Costa, R., Dias, Á. & Vinhas da Silva, Rui (2021). Mobile banking: A study on adoption stages using Government Adoption Model (GAM) and the role of demographic moderators. <i>International Journal of Managerial and Financial Accounting</i> . 13 (3/4), 337-362 - Times Cited Scopus: 2
28	Marques, C., Vinhas da Silva, R. & Antova, S. (2021). Image, satisfaction, destination and product post-visit behaviours: How do they relate in emerging destinations?. <i>Tourism Management</i> . 85 - Times Cited Web of Science®: 139 - Times Cited Scopus: 140 - Times Cited Google Scholar: 223

29	Marques, C., Vinhas da Silva, R., Davcik, N. & Faria, R. (2020). The role of brand equity in a new rebranding strategy of a private label brand. <i>Journal of Business Research</i>. 117, 497-507 - Times Cited Web of Science®: 46 - Times Cited Scopus: 42 - Times Cited Google Scholar: 173
30	Gonçalves, S. M., Vinhas da Silva, R. & Teixeira, N. (2019). Individual actors and embeddedness in business-to-business interactions. <i>Industrial Marketing Management</i>. 76, 181-191 - Times Cited Web of Science®: 31 - Times Cited Scopus: 28 - Times Cited Google Scholar: 49
31	Ferguson, K. E., Hair, J. F., Vinhas da Silva, R., Oliveira-Brochado, A. & Mollah, M. M. H. (2017). Consumer perceptions of sustainability: an exploratory study. <i>International Journal of Business, Marketing, and Decision Sciences</i>. 10 (1) - Times Cited Google Scholar: 17
32	Búrcio, C. M. S., Vinhas da Silva, R. & Salgueiro, M. F. (2016). Country personality scale: is a five-dimensional model a better methodological instrument?. <i>Tourism Analysis</i>. 21 (5), 497-511 - Times Cited Google Scholar: 2
33	LaPlaca, P. & Vinhas da Silva, R. (2016). B2B: a paradigm shift from economic exchange to behavioral theory: a quest for better explanations and predictions. <i>Psychology and Marketing</i>. 33 (4), 232-249 - Times Cited Web of Science®: 31 - Times Cited Scopus: 28 - Times Cited Google Scholar: 39
34	Vinhas da Silva, R. & Teixeira, N. (2016). Much ado about everything: the plight of Southern European economies from a national competitiveness perspective. <i>International Interdisciplinary Business-Economics Advancement Journal</i>. 1 (1), 19-31 - Times Cited Google Scholar: 2
35	Brochado, A., Vinhas da Silva, R. & LaPlaca, P. (2015). Assessing brand personality associations of top of mind wine brands. <i>International Journal of Wine Business Research</i>. 27 (2), 125-142 - Times Cited Web of Science®: 15 - Times Cited Scopus: 15 - Times Cited Google Scholar: 45
36	Búrcio, C., Vinhas da Silva, R. & Salgueiro, M. F. (2015). The influence of country personality dimensions on intentions to recommend visiting: the preponderance of assiduousness and wickedness. <i>Transnational Marketing Journal</i>. 3 (1), 61-80 - Times Cited Web of Science®: 3 - Times Cited Google Scholar: 4
37	Davcik, N., Vinhas da Silva, R. & Hair, J. F. (2015). Towards a unified theory of brand equity: conceptualizations, taxonomy and avenues for future research. <i>Journal of Product and Brand Management</i>. 24 (1), 3-17 - Times Cited Web of Science®: 184 - Times Cited Scopus: 162 - Times Cited Google Scholar: 413
38	Laureano, R. M. S., Vinhas da Silva, R., Pereira, J., Martins, S. & Rodrigues, D. (2015). Leigos para o Desenvolvimento: donations optimization through private segmentation. <i>Revista de casos de Marketing Público y No lucrativo</i>. 2, 45-56 - Times Cited Google Scholar: 1

39	Sequeira, N., Vinhas da Silva, R., Ramos, M. & Syed Alwi, S. F. (2015). Measuring corporate reputation in B2B markets: the corporate personality adapted scale. IUP Journal of Knowledge Management. 13 (3), 31-63 - Times Cited Google Scholar: 12
40	Abreu, M. E., Laureano, R. M. S., Vinhas da Silva, R. & Dionísio, J. (2015). Volunteerism, compassion and religiosity as drivers of donations practices. International Journal of Non-profit and Voluntary Sector Marketing. 20 (3), 256-276 - Times Cited Scopus: 23 - Times Cited Google Scholar: 53
41	Abreu, M. E., Laureano, R. M. S., Sharifah, F. S. A., Vinhas da Silva, R. & Dionísio, J. (2015). Managing volunteerism behaviour: the drivers of donations practices in religious and secular organisations. Journal of General Management. 40 (3), 39-54 - Times Cited Web of Science®: 7 - Times Cited Scopus: 4 - Times Cited Google Scholar: 20
42	Brochado, A., Vinhas da Silva, Rui & Paulino, C. (2014). The world of great wines: the Douro valley experience. International Journal of Humanities and Social Sciences. 8 (4), 1047-1054 - Times Cited Google Scholar: 6
43	Brochado, A. & Vinhas da Silva, Rui (2014). The wine list design of upscale restaurants. International Journal of Humanities and Social Sciences. 8 (4), 1019-1023 - Times Cited Google Scholar: 18
44	Crespo de Carvalho, J., Vinhas da Silva, Rui & Syed Alwi, S. F. (2014). h3 gourmet: great to go upmarket, but are people willing to pay for the difference?. European Journal of Business and Social Sciences. 3 (6), 81-102
45	Búrcio, C., Vinhas da Silva, Rui & Salgueiro, M. F. (2014). The direct and indirect impact of country personality on behavioral intentions for travelling: the full mediation effective of the affective country image. International Journal of Business and Economic Development. 2 (3), 1-12 - Times Cited Google Scholar: 39
46	Dionísio, J., Leal, M. & Vinhas da Silva, Rui (2014). Tribal marketing in sports. Revista Internacional de Deportes Colectivos. 19, 17-27
47	Pesämaa, O., Pieper, T. M., Vinhas da Silva, Rui, Black, W. C. & Hair, Joe F. (2013). Trust and reciprocity in building inter-personal and inter-organizational commitment in small business co-operatives. Journal of Co-operative Organization and Management. 1 (2), 81-92 - Times Cited Scopus: 48 - Times Cited Google Scholar: 108
48	Queijo, E., Vinhas da Silva, Rui & Laureano, R. M. S. (2013). Choosing a university in Portugal: a conceptual model. International Journal of Engineering and Industrial Management. 5, 175-186 - Times Cited Google Scholar: 5
49	da Silva, R. V. & Syed Alwi, S. F. (2008). The link between offline brand attributes and corporate brand image in bookstores. Journal of Product and Brand Management. 17 (3), 175-187 - Times Cited Web of Science®: 9 - Times Cited Scopus: 9 - Times Cited Google Scholar: 34

50	da Silva, R. V. & Alwi, S. F. S. (2008). Online brand attributes and online corporate brand images. <i>European Journal of Marketing</i>. 42 (9-10), 1039-1058 - Times Cited Web of Science®: 59 - Times Cited Scopus: 59 - Times Cited Google Scholar: 171
51	Vinhas da Silva, Rui & Alwi F. (2008). Online Corporate Brand Image, Satisfaction and Loyalty. <i>Journal of Brand Management</i>. 16 (3), 119-144 - Times Cited Web of Science®: 57 - Times Cited Scopus: 72 - Times Cited Google Scholar: 241
52	Alwi, S. F. S. & da Silva, R. V. (2008). Online and offline corporate brand images: do they differ?. <i>Corporate Reputation Review</i> . 10 (4), 217-244 - Times Cited Scopus: 39 - Times Cited Google Scholar: 109
53	da Silva, R. V. & Rahimi, I. (2007). A critical success factor model for CRM implementation. <i>International Journal of Electronic Customer Relationship Management</i> . 1 (1), 3-15 - Times Cited Scopus: 37 - Times Cited Google Scholar: 75
54	da Silva, R. & Batista, L. (2007). Boosting government reputation through CRM. <i>International Journal of Public Sector Management</i>. 20 (7), 588-607 - Times Cited Scopus: 38 - Times Cited Google Scholar: 110
55	Vinhas da Silva, R. & Teixeira, N. (2006). Environmental business strategy: the Portuguese case. <i>Business Strategy and the Environment</i>. 17 (3), 208-218 - Times Cited Scopus: 16 - Times Cited Google Scholar: 28
56	Vinhas da Silva, Rui & Alwi, S. F. S. (2006). Cognitive, affective attributes and conative, behavioural responses in retail corporate branding. <i>Journal of Product and Brand Management</i>. 15 (5), 293-305 - Times Cited Web of Science®: 93 - Times Cited Scopus: 113 - Times Cited Google Scholar: 328
57	da Silva, R. & Rahimi, I. (2004). Issues in implementing CRM: a case study. <i>Issues in Informing Science and Information Technology</i>. 1, 1053-1064 - Times Cited Google Scholar: 5
58	Davies, G., Chun, R., Vinhas da Silva, R. & Roper, S. (2004). A corporate character scale to assess employee and customer views of organization reputation. <i>Corporate Reputation Review</i> . 7 (2), 125-146 - Times Cited Scopus: 243 - Times Cited Google Scholar: 746
59	Vinhas da Silva, R., Davies, G. & Naudé, P. (2002). Assessing the influence of retail buyer variables on the buying decision-making process. <i>European Journal of Marketing</i>. 36 (11-12), 1327-1344 - Times Cited Scopus: 42 - Times Cited Google Scholar: 93

60	da Silva, R. V., Davies, G. & Naude, P. (2002). Assessing customer orientation in the context of buyer/supplier relationships using judgemental modelling. <i>Industrial Marketing Management</i> . 31 (3), 241-252 - Times Cited Web of Science®: 34 - Times Cited Scopus: 41 - Times Cited Google Scholar: 63
61	Vinhas da Silva, Rui, Davies, G. & Naude, P. (2001). Marketing to UK Retailers. <i>Revista de Comunicação e Marketing</i> . 93-110
62	Vinhas da Silva, Rui, Davies, G. & Natália Teixeira (2001). As Marcas e o Varejo Numa Perspectiva de Corporate Reputation: O Caso Português no Reino Unido. <i>Revista de Administração da USP - RAUSP</i> . 298-331
63	Davies, G., Chun, R., Vinhas da Silva, R. & Roper, S. (2001). The personification metaphor as a measurement instrument approach for corporate reputation. <i>Corporate Reputation Review</i> . 4 (2), 113-127 - Times Cited Scopus: 197
64	Vinhas da Silva, R. M. V., Davies, G. & Naudé, P. (2001). Country of origin and destination effects in buyer decision making: a relationship perspective. <i>Journal of Business-to-Business Marketing</i> . 8 (3), 37-62 - Times Cited Scopus: 9 - Times Cited Google Scholar: 17
65	Vinhas da Silva, R., Davies, G. & Naude, P. (2000). Marketing to UK retailers: understanding the nature of UK retail buying of textiles and clothing. <i>Journal of Fashion Marketing and Management</i> . 4 (2), 162-172 - Times Cited Scopus: 3 - Times Cited Google Scholar: 15

• Books and Book Chapters

- Book author

1	Vinhas da Silva, R. (2018). <i>Porque não cresce a economia portuguesa? Uma viagem às boas empresas de Portugal</i> . Lisboa. Caleidoscópio.
2	Vinhas da Silva, Rui (2013). <i>Competitiveness in the Real Economy: Value Aggregation, Economics and Management in the Provision of Goods and Services</i> . United Kingdom. Gower Publishing. - Times Cited Google Scholar: 6
3	Vinhas da Silva, Rui & Natália Teixeira (2013). <i>A Competitividade das Nações no Século XXI: Um Roadmap Estratégico para a Economia Portuguesa</i> . Lisboa. caleidoscópio editora.
4	Vinhas da Silva, Rui (2010). <i>Os novos desafios da economia global: uma visão crítica da competitividade nacional</i> . Lisboa. Caleidoscópio. - Times Cited Google Scholar: 4
5	Davies, G., Chun, R., Vinhas da Silva, Rui & Roper, S. (2003). <i>Corporate Reputation and Competitiveness</i> . London. Routledge. - Times Cited Google Scholar: 1415

- Book editor

1	Crespo de Carvalho, J., Ferreira, A. & Vinhas da Silva, Rui (2024). <i>85 Vozes pela Liderança - O mundo mudou. A liderança também</i> . Lisboa. Oficina do Livro.
---	--

2	Crespo de Carvalho, J., Ferreira, A. & Vinhas da Silva, Rui (2024). 79 Vozes pela Literacia Financeira - Por uma melhor e maior independência ao longo da vida. Lisboa. Oficina do Livro.
3	Crespo de Carvalho, J., Ferreira, A. & Vinhas da Silva, Rui (2023). 88 Vozes sobre a Inteligência Artificial - O que fica para a máquina e o que fica para o homem. Leya - Oficina do Livro.
4	Crespo de Carvalho, J., Ferreira, A. & Vinhas da Silva, Rui (2023). 77 Vozes pela Nossa Saúde - Um debate plural por um direito fundamental. Leya - Oficina do Livro.
5	Crespo de Carvalho, J., Ferreira, A. & Vinhas da Silva, Rui (2022). 71 Vozes pela Competitividade - É Obrigatório Crescer. Leya - Oficina do Livro.
6	Crespo de Carvalho, J., Ferreira, A. & Vinhas da Silva, Rui (2022). 101 Vozes pela Sustentabilidade - Por um Desenvolvimento Responsável. Leya - Oficina do Livro.
7	Crespo de Carvalho, J., Ferreira, A. & Vinhas da Silva, Rui (2021). 67 Vozes por Portugal: a Grande Oportunidade. Lisboa. Leya - Oficina do Livro.

- Book chapter

1	Diogo Frade Cecílio, Pereira, L., Vinhas da Silva, Rui & Dias, Á. (2025). Rethinking Caravanism in Portugal. In Bruno Barbosa Sousa; Luzia Arantes; Shivam Bhartiya; (Ed.), Regenerative Tourism for Social Development. (pp. 197-234).: IGI Global.
2	Oliveira, Carlos Manuel & Vinhas da Silva, Rui (2017). A Reputação Empresarial na Gestão da Marca. In Marketing em Portugal.: Prime.
3	Sequeira, Vinhas da Silva, Rui & S.F (2014). Corporate Brand: Business to Business. In T.C. Melewar and S.F. Syed Alwi (Ed.), Corporate Branding: Arenas, Areas and Approaches In Melewar, T.C. and Syed Alwi, S.F. eds. Londres/ Reino Unido: Routledge.
4	Vinhas da Silva, Rui (2013). A economia portuguesa e o seu caminho para a competitividade. In Os Grandes Debates do Regime. Porto
5	Vinhas da Silva, Rui (2013). A economia portuguesa e o seu caminho para a competitividade. In Os Novos Debates do Regime. Porto
6	Davies, G., Vinhas da Silva, Rui, Chun, R. & Roper, S. (2003). Itibar Yonetimi. In Itibar Paradigmasi. (pp. 21-39). Turquia
7	Vinhas da Silva, Rui (2001). Marcas e Retalho no Varejo. In Cláudio Felisoni e José Augusto Silveira (Ed.), Varejo Competitivo. (pp. 0-0). S. Paulo: Atlas.

• Conferences/Workshops and Talks

- Publication in conference proceedings

1	Pereira, L. F., Dias, Á. L., Silva, R. V. da. & Teixeira, N. L. (2023). ROI in training projects: From satisfaction to business impact. In Gupta, V., Rubalcaba, L., Gupta, C., and Hanne, T. (Ed.), Sustainability in software engineering and business information management. Lecture Notes in Information Systems and Organisation. (pp. 142-151). Olten: Springer. - Times Cited Scopus: 2
---	--

	- Times Cited Google Scholar: 2
2	Nebojsa Davcik, Vinhas da Silva, Rui & Joe F. Hair (2014). Towards a Brand Equity Theory: A Definition, Conceptual and Research Design. In 2014 Academy of Marketing Science (AMS) Annual Conference. Indianapolis - EUA
3	Nebojsa Davcik, Vinhas da Silva, Rui & Joe Hair (2014). Towards a Unified Theory of Brand Equity: Conceptualizations, Typologies and Avenues for Future Research. In 9th Global Conference of AM's Brand, Corporate Identity and Reputation Special Interest Group. University of Hertfordshire- London - Times Cited Google Scholar: 2
4	Ana Brochado, Vinhas da Silva, Rui & Cristiano Paulino (2014). The world of great wines: The Douro Valley Experience. In ICTH 2014: International Conference on Tourism and Hospitality. Lisbon - Times Cited Google Scholar: 4
5	Vinhas da Silva, Rui & Aiwi, F. (2005). Corporate Image: An Online Perspective. In Waterford Corporate Reputation Conference. (pp. 0-0). Waterford
6	Vinhas da Silva, Rui & Aiwi, F. (2005). Online and Offline Corporate Brand Images. In 9th International Conference on Reputation Risk. (pp. 0-0). - Times Cited Google Scholar: 1
7	Vinhas da Silva, Rui & Aiwi, F. (2005). Linking Online Corporate Brand Images to Customer Satisfaction. In British Academy of Management. (pp. 0-0). Oxford
8	Vinhas da Silva, Rui & Batista, L. (2004). Boosting Government Reputation through CRM. In 8th International Conference on Corporate Reputation, Image & Identity and Competitiveness. (pp. 0-0). Florida
9	Vinhas da Silva, Rui & Rahimi, I. (2004). Issues in Implementing CRM: A Case Study. In Information Science and Information Technology Education Conference. (pp. 0-0). Rockhampton
10	Vinhas da Silva, Rui & Rahimi, I. (2004). A Critical Success Factor for CRM Implementation. In 4th EURAM Conference. (pp. 0-0). Edimburgo - Times Cited Google Scholar: 1
11	Vinhas da Silva, Rui & Loo, T. (2003). National Reputation: An Exploratory Study of the Image of the United Kingdom in the Eyes of the Shanghainese. In 7th International Conference on Corporate Reputation, Identity and Competitiveness. (pp. 0-0). Manchester - Times Cited Google Scholar: 2
12	Vinhas da Silva, Rui, Davies, G. & Natália Teixeira (2001). Vertical integration into textile retailing: a reputation perspective. In 5th International Conference on Corporate Reputation, Identity and Competitiveness. (pp. 0-0). Paris
13	Vinhas da Silva, Rui, Davies, G., Chun, R. & Roper, S. (2001). A corporate Personality Scale to Assess Internal and External Views of Corporate reputation. In 5th International Conference on Corporate Reputation, Identity and Competitiveness. (pp. 0-0). Paris - Times Cited Google Scholar: 17
14	Vinhas da Silva, Rui (2000). Supplier Perceptions on Retailer Purchasing: The Case of Portuguese Textiles. In 7th International Conference on Recent Advances in Retailing and Services Science by EIRASS. (pp. 0-0). Lisboa

15	Vinhas da Silva, Rui, Davies, G. & Naude, P. (1997). Country of origin and Destination Effects in the Purchase and Supply of Textile Products: A Relationship Perspective. In IMP Conference. (pp. 0-0). Lyon - Times Cited Google Scholar: 2
16	Vinhas da Silva, Rui (1996). Decision Making in Buyer/Supplier Relationships. In 1st Doctoral Conference. (pp. 0-0). Manchester

- Talk

1	Marques, C., Vinhas da Silva, Rui & Cardoso, B. (2020). DOLLARS & SCENTS: BUILDING BRAND-RELATIONSHIPS IN STORES. 2020 Global Marketing Conference.
2	Vinhas da Silva, Rui (2018). Competitiveness in the Real Economy: The role of branding. Branding & Brand Management Conference.
3	Ferguson, K.E, Vinhas da Silva, Rui, Brochado, A. & J. F. Hair (2017). Consumer perceptions of sustainability: An exploratory study asking “are we asking too much?”. International Academy of Business & Public Administration Disciplines.
4	Ferguson, K. E., Hair, Joe F., Vinhas da Silva, Rui & Brochado, A. (2017). Consumer perceptions of sustainability: An exploratory study asking “are we asking too much?”. International Academy of Business & Public Administration Disciplines.
5	Búrcio, C., Vinhas da Silva, Rui & Salgueiro, M.F. (2015). An integrated model for measuring country image: personality, cognition, emotion and their influence on bahavioral intentions. Global Business Conference - Summer 2015.
6	Abreu, M. E., Laureano, Raul M. S. & Vinhas da Silva, Rui (2015). Giving and religiosity: A portuguese point of view. Third Symposium on Ethichs and Social Responsibility Research.
7	Búrcio, C., Vinhas da Silva, Rui & Salgueiro, M.F. (2014). The direct and indirect impact of country personality on behavioral intentions for travelling: the full mediation effect of the affective country image. Global Business Conference – GBC_Summer 2014.
8	Laureano, Raul M. S., Vinhas da Silva, Rui, Pereira, Joana, Martins, Sandrina & Rodrigues, David (2014). Leigos para o desenvolvimento: optimization of private donations through segmentation. VI International Congress of Teaching Cases Related to Public and Nonprofit Marketing .
9	Brochado, A., Vinhas da Silva, Rui & Cristiano Paulino (2014). The world of great wines: The Douro Valley Experience . ICTH 2014: International Conference on Tourism and Hospitality. - Times Cited Google Scholar: 4
10	Brochado, A. & Vinhas da Silva, Rui (2014). The Wine List Design of Upscale Restaurants. ICTH - International Conference on Tourism and Hospitality. - Times Cited Google Scholar: 16
11	Davcik, N., Vinhas da Silva, Rui & Hair, Joe F. (2014). Brand value: a definition, conceptual and research design. Global brand conference.
12	Ana Brochado, Vinhas da Silva, Rui & Cristiano Paulino (2014). The world of great wines: The Douro Valley Experience. ICTH 2014: International Conference on Tourism and Hospitality.

13	Abreu, M. E., Laureano, Raul M. S. & Vinhas da Silva, Rui (2014). Who is giving these days? On the Role of Religiosity in Giving. ESA Sociology of Religion Research Network Conference: Religion in the Public Domain.
14	Abreu, M. E., Laureano, Raul M. S. & Vinhas da Silva, Rui (2014). Giving and Religiosity: the Portuguese Perspective. ARNOVA 14.
15	Dionísio, J., Leal, M. & Vinhas da Silva, Rui (2014). Tribal Marketing in Sports. II Congreso Internacional de Actividad Física y Deportes.
16	Búrcio, C., Vinhas da Silva, Rui & Salgueiro, M.F. (2014). The Impact of Country Personality on Behavioral Intentions: Five Dimensions Rather Than the Original Six Dimensions Scale. West East Institute Conference – WEI 2014.
17	Búrcio, C., Vinhas da Silva, Rui & Salgueiro, M.F. (2014). On the country personality scale: is a five-dimensions model better than the original six dimensions? . Global Business Conference – GBC_Summer 2014.
18	Vinhas da Silva, Rui (2013). Corporate Reputation Management. Corporate Reputation Management.
19	Vinhas da Silva, Rui (2013). Roadmap Estratégico para a Economia Portuguesa. Competitividade da Economia Portuguesa.
20	Vinhas da Silva, Rui (2013). Corporate Reputation in Service Organizations. Conferência sobre Reputação Organizacional.
21	Davcik, N. & Vinhas da Silva, Rui (2013). Brand Value: A Definition, Conceptual & Research Design. open research seminar.
22	Vinhas da Silva, Rui (2012). Por um Caminho Diferente. TEDx ISCTE.
23	Vinhas da Silva, Rui (2011). Empreendedorismo em Portugal. Conferência sobre Empreendedorismo e Iniciativa Empresarial.
24	Vinhas da Silva, Rui (2011). A Economia Portuguesa: Uma Perspectiva Externa. Conferência TOC.
25	Vinhas da Silva, Rui (2011). A Economia Portuguesa: Diferentes Perspectivas. Conferência Anual da Ordem dos Economistas.
26	Vinhas da Silva, Rui (2011). A ECONOMIA PORTUGUESA NUMA VISÃO DO EXTERIOR: PERSPECTIVAS INSTITUCIONAL E PRÓPRIA. Fim de Tarde na Ordem dos Economistas.
27	Vinhas da Silva, Rui (2011). Conferência sobre Contratação Electronica na Administração Publica, A Economia Portuguesa e os seus desafios para a competitividade, . 0-0
28	Vinhas da Silva, Rui (2011). A Competitividade da Economia Portuguesa. Os Grandes Debates do Regime.

• Other Publications

- Working Papers

1	Ribeiro, Helena & Vinhas da Silva, Rui (2017). THE IMPORTANCE OF GREEN MARKETING FOR STAKEHOLDERS: THE CASE OF PORTUGUESE FOOTWEAR COMPANIES. SSRN. - Times Cited Google Scholar: 1
---	--

2	Ribeiro, Helena & Vinhas da Silva, Rui (2017). THE IMPORTANCE OF GREEN MARKETING FOR PORTUGUESE COMPANIES IN THE FOOTWEAR INDUSTRY. SSRN. - Times Cited Google Scholar: 9
3	Murphy, Kyle & Vinhas da Silva, Rui (2017). Factors that Contribute to Brand Affinity. SSRN. - Times Cited Google Scholar: 6
4	Pontes, Alexandre & Vinhas da Silva, Rui (2017). Independent artists´ access to communications channels: How hard is it out there? . SSRN. - Times Cited Google Scholar: 1
5	Falcão Costa, Mariana & Vinhas da Silva, Rui (2017). The Factors Influencing Electronic Trust in Online Booking Websites: A Study of the Portuguese Consumer . SSRN.
6	Abreu, M. E., Laureano, Raul M. S., Vinhas da Silva, Rui, Pedro Dionísio & Faridah Alwi (2014). Managing Volunteering Behaviour: The Drivers of Donations Practices in Religious and Secular Organisations. SSRN. - Times Cited Google Scholar: 8
7	Abreu, M. E., Laureano, Raul M. S., Vinhas da Silva, Rui & Pedro Dionísio (2014). Drivers of Donations: Does Religiosity Make a Difference?. SSRN. - Times Cited Google Scholar: 3
8	Vinhas da Silva, Rui & Natália Teixeira (2014). Much Ado About Everything: The Plight of Southern European Economies from a National Competitiveness Perspective. SSRN.
9	Vinhas da Silva, Rui & Sara Martins Gonçalves (2014). Country Competitiveness, Value Aggregation to Exports, Foreign Direct Investment, Eurozone economies, European Union, Anti-monopolistic Policy, Level of Cluster Development, Competitive Advantage. SSRN.
10	Nuno Sequeira, Vinhas da Silva, Rui, Madalena Ramos & Sharifah, Faridah Syed Alwi (2014). Measuring Corporate Reputation in B2B Markets: The Corporate Personality Adapted Scale. SSRN.
11	Vinhas da Silva, Rui & Natália Teixeira (2014). Nothing is Sacred...Or a Dispassionate Look at Government Deficits. SSRN.
12	Davcik, N., Vinhas da Silva, Rui & Hair, Joe F. (2013). Towards a Unified Theory of Brand Equity: Conceptualizations, Typologies and Avenues for Future Research. SSRN.
13	Vinhas da Silva, Rui, Davies, G., Chun, R. & Roper, S. (2001). A Corporate Personality Scale to Assess Internal and External Views of Corporate Reputation. Manchester Business School Working Paper No.431. 0-0
14	Vinhas da Silva, Rui, Davies, G. & Naude, P. (1999). Assessing the Influence of Retail Buyer Variables on the Buying Decision Making Process in the Context of the Traditional organisational Buying Models. Manchester Business School Working Paper No.394 . 0-0
15	Vinhas da Silva, Rui, Davies, G. & Naude, P. (1999). Assessing Customer Orientation in the Context of Buyer/Supplier Relationships Using Judgmental Modelling. Manchester Business School Working Paper No.393. 0-0 - Times Cited Google Scholar: 21
16	Vinhas da Silva, Rui, Davies, G. & Naude, P. (1999). Country of Origin and Destination Effects in Buyer Decision Making: A Relationship Perspective. Manchester Business School Working Paper No.392. 0-0

1	Vinhas da Silva, Rui (2001). Marcas e Retalho .
---	---

Research Projects			
Project Title	Role in Project	Partners	Period
China in Europe Research Network	Local Coordinator	BRU-Iscte (M&M), Vrije Universiteit Amsterdam - Leader (Netherlands), University of Bristol - (United Kingdom), Center for Economic and Regional Studies of the Hungarian Academy of Sciences - (Hungary), The Swedish Institute of International Affairs - (Sweden), University of Manchester - (United Kingdom)	2019 - 2023